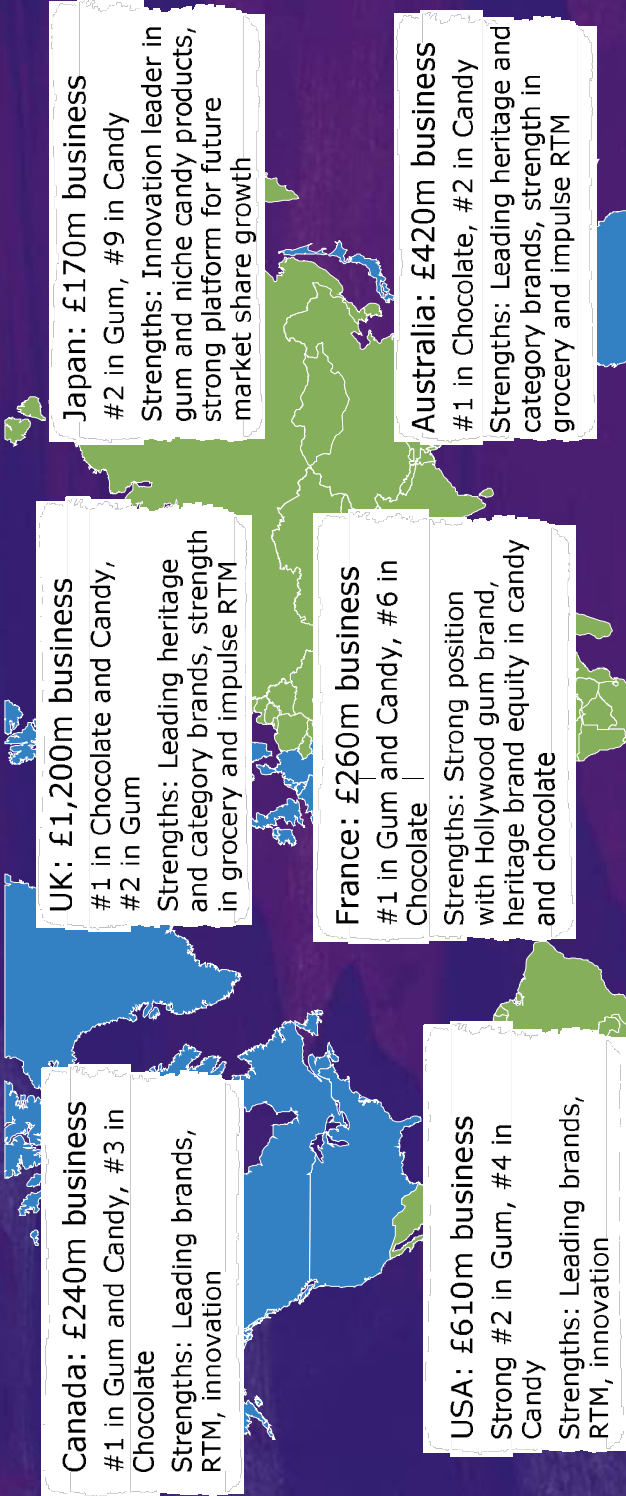


Cadbury is strongly positioned in some of the world's largest and most attractive developed markets

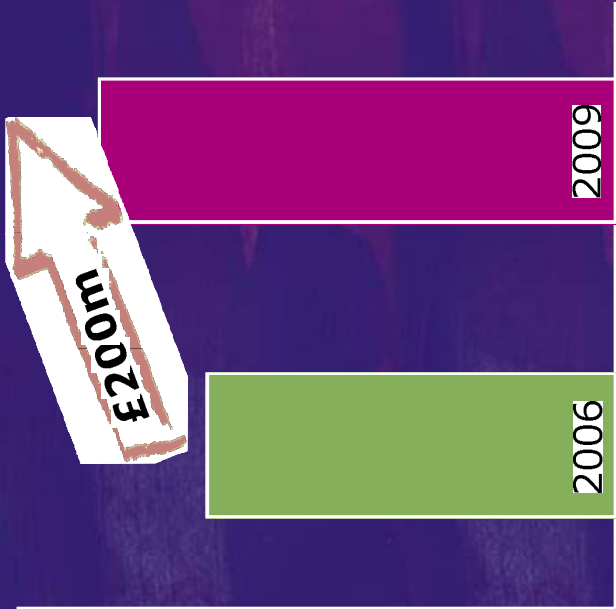


Our long-term target is 3-4% revenue growth in developed markets



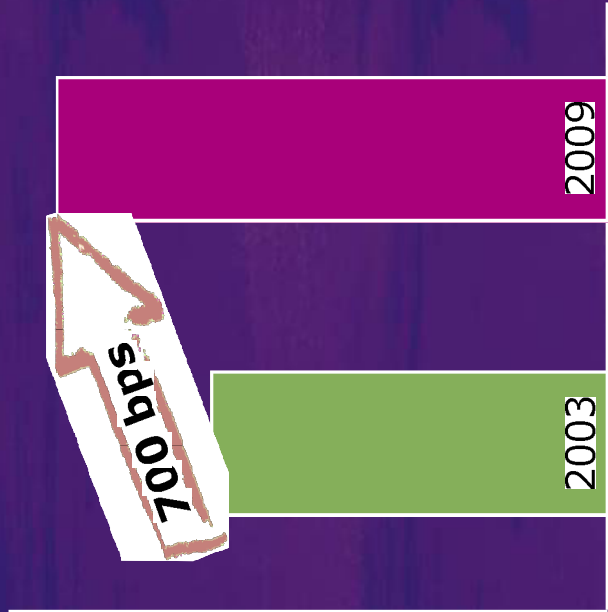
Our performance in the UK and US shows the competitive strengths of our business

UK Revenue
2006 to 2009E



Strength of our brands and route to market

US Gum Share
2003 to 2009E



Strength of our marketing and innovation



Focusing investment on the strongest growth opportunities

- Significant growth in emerging markets
 - increasing per capita consumption
 - extending our routes to market
 - developing consumer relevant affordable confectionery

- Continued growth in all categories
 - increasing participation in differentiated segments
 - winning share with advantaged route to market capabilities

- Strong consumer insight and relevant innovation
 - drives pricing, improved mix and higher gross margins

Cadbury has driven growth through increasing consumer participation in high growth segments

Chocolate

5-7%

Consumer focused innovations on higher growth segments

Gum

6-8%

Focus on functional characteristics to drive consumer participation

Candy

4-6%

Focus on better-for-you and indulgent segments where function and differentiation supports higher value

Cadbury

Consumer relevance underpins growth in the chocolate category

Chocolate category growth driven by consumer focused innovations focusing on higher growth segments



- Premium chocolate e.g. Green & Blacks
- Enhanced sharing and gifting products
- Best-in-class marketing to broaden appeal to new consumer groups
- Sustainable sourcing to build consumer relevance

